

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Report Highlights:

TH0085 - In this month's newsletter learn about Thailand's shift to B3 biodiesel, possible market-access-improvements for potato seed-producing states, new requirements for irradiated food, and information on upcoming events.

General Information:

HOT NEWS

Compulsory Use of B3 Biodiesel

In 2011, under the Thai Government's current biofuel policy, all diesel sold in Thailand must be B5 biodiesel. If implemented, Thailand will need to import 200,000 tons of feedstock in 2011 to meet demand. These imports would continue until 2015 when domestic production is expected once again to offset imports. For additional details see our recent GAIN Report – **Biodiesel Demand and Supply Outlook**.

MARKET ACCESS UPDATE

Thai Officials to Audit U.S. Seed Potatoes in 4 States

The Thai Department of Agriculture (DOA) agreed to accept an invitation extended by APHIS to visit Wisconsin, Colorado, Maine, and New York on July 23-31 to conduct a systems approach audit of seed potato production sites. If successful, the DOA would include Nebraska, Wyoming, Montana, North Dakota, Minnesota, and Michigan in its import protocol.

New Requirements for Irradiated Food

Thai officials notified the WTO (G/SPS/N/THA/144/Rev.1) of amended regulations for irradiated foods. Under the new amendments, processors must follow guidance for methods and equipment for irradiation and storage of irradiated foods, irradiation dosages and labeling. More information on this new requirement is available at [GAIN Report "New Requirements for Irradiated Food"](#).

MARKET OPPORTUNITIES

DVC Product Presentations

FAS/Bangkok can help facilitate digital video conference with Thai importers. Please contact us for more information at agbangkok@fas.usda.gov.

UPCOMING EVENTS

Cotton USA Mark Tracking Survey Seminar

On June 4, Cotton Council International (CCI) will present the results of the Cotton USA Mark

Tracking Study seminar at the Sheraton Grande Sukhumvit Hotel in Bangkok. The survey measures performance and consumers' perceptions of the Cotton USA mark against major competitive brands. It also provides information on current Thai consumer trends and shopping behavior.

2010 Cotton USA

On June 15, Cotton USA will hold its 2010 Cotton USA event at the Sheraton Grande Sukhumvit in Bangkok. The event features 25 fashion collections by the finalists of the COTTON USA Design Challenge using Thai fabrics made with U.S. cotton. For more information on Cotton USA, please visit www.cottonusa.org.

California Raisin Technical Seminars in Thailand

The Raisin Administrative Committee (RAC) is promoting the use of California raisin in bakery product. On June 19, a workshop at the UFM Baking and Cooking School will target industry stakeholders on the benefits of using California raisins as an ingredient for baking. On June 20, RAC will conduct a similar event in Pattaya targeting bakers and hotel pastry chefs. The seminars will be conducted by Grand Chef Yukichi Matsubara, a renowned award-winning chef from Japan, who over 20 years has skillfully developed culinary delights using California raisins. More information on California raisins is available at www.raisins.org.

Celebration of the International Year of Biodiversity Rescheduled

A series of activities to celebrate the International Year of Biodiversity in Thailand has been rescheduled. The official launching event at the National Zoo in Chonburi has been rescheduled to July 9 and a biodiversity workshop at the Maruay Garden Hotel has been moved to July 19-23, 2010. The U.S. Embassy Bangkok and FAS/Bangkok will be participating in these events.

Midwest Buyers Mission 2010

In cooperation with the Michigan, Wisconsin and Illinois Departments of Agriculture, Food Export Midwest will organize its sixth edition of the Midwest Buyers Mission to be held on July 25-31, 2010. This year Villa Market will participate in this mission. Villa Market executives will learn about the quality and characteristics that make up the products of the "heartland". More information about Food Export USA is available at www.foodexportusa.org.

Taste of America Promotion by Villa Market

Villa Market, one of Thailand's leading supermarkets, along with Food Export USA and U.S. Embassy in Bangkok will hold a promotional event, "Taste of America", at their 18 retail outlets in Bangkok, Phuket, Hua Hin, and Pattaya. The event will culminate by inaugurating Villa Market's 19th store in Thailand. The promotion will effect throughout July, 2010 and will highlight new U.S. food and beverage products. Additional information about Food Export USA is available at www.Foodexportusa.org.

The American Hardwood Design Camp III Coming Soon

The American Hardwood Export Council (AHEC) in association with the Thai Furniture Industrial Association (TFA) and FAS/Bangkok will carry out the American Hardwood Design Camp III in 2010. In a slight variation of the previous camps, the program will include a furniture design contest. The prototypes from this camp will be showcased at the Thailand International Furniture Fair (TIFF) in March 2011. For more information on the American Hardwood Export Council please visit www.ahec.org.

US Grain Council to Attend VIV Asia 2011

The US Grain Council is joining the US Pavilion at VIV Asia 2011 in Bangkok. VIV is the premier feed and meat technology event in Asia. At this event, the US Grain Council will showcase the latest technological applications of U.S. dried distillers grain soluble. For more information on the US Grain Council please visit www.grains.org.